

May 16, 2014

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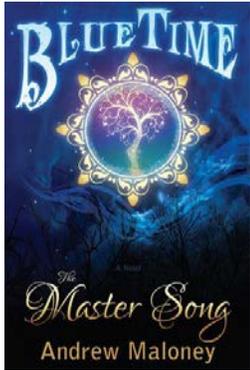
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WHITAKER  
HOUSE

Whitaker House to launch Blue Time fantasy series Sept. 1

## *The Master Song* compared to Tolkien's *Lord of the Rings*



*The Master Song*, first of Andrew Maloney's Blue Time series, is scheduled to release September 1, 2014. Written in the vein of *The Chronicles of Narnia* by C. S. Lewis and *The Lord of the Rings* by J. R. R. Tolkien, this high-fantasy fiction tale is aimed at the genre's wide fan base, from young teens to adults.

"*The Master Song* is the closest thing I have yet to find that approaches the magic, depth, and wonder of the *Lord of the Rings* trilogy," said Jeffrey D. Shaffer, author, editor, and English professor (Shizuoka University, Japan). "The characters are real and believable; the story, though fantastic, never pulls any annoying 'amazing coincidences.' What more could you ask from a master storyteller? And this is exactly what we have in Andrew Maloney."

Whitaker House President Bob Whitaker Jr. said he is "elated" with Maloney's Blue Time series and the tremendous response *The Master Song* is receiving, not only from early reviews, but also from in-house staff—editors, proofreaders, and graphic artists—preparing the book for print.

"With such a big demand for fantasy books in recent years, we've received a number of proposals and manuscripts but didn't want to jump into the genre unless we found the right book—something fresh and unique, a well-written book by a solid Christian author," Whitaker said. "Everyone involved in the process agrees we've found this in Andrew Maloney's Blue Time series and excellent first book, *The Master Song*."

The action revolves around five teens who suddenly find themselves caught in a hidden world, unprepared for the dangerous quest to which they're called. They must learn to grow, trust, fight, sacrifice and love in order to rediscover the first of seven lost jewels that contain the ancient "Verses of the Master Song."

Maloney says the Blue Time series is an "epic high-fantasy adventure with a huge cast of characters and unique locations," but that it also incorporates "key virtues and weaknesses and cultural issues without being overtly allegorical or religious."

"There are Christian themes and poignant truths," Maloney said, "but the story is written for the story's sake, and can be enjoyed by mainstream readers as well as Christians."

Fantasy author and radio host Brae Wyckoff said, "From the opening line, you are whisked into a new realm and then ushered into a wonderful story hard to put down. Well done, Andrew, well done."

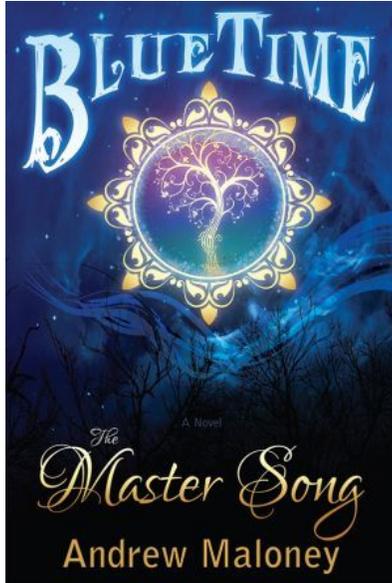
Maloney graduated from the University of North Texas with an arts degree in writing. He has ghostwritten and edited more than a dozen books. Along with the next novel in the Blue Time series, he is writing a sequel to his first fiction book, *The Elementalists*.

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Releasing September 1, 2014



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*The Master Song*  
Book 1, Blue Time

by Andrew Maloney

On a cold, stormy evening in Ireland, five teenagers suddenly find themselves lost, separated, and unprepared for a dangerous quest “beyond the Veil” into Morsden Forest, a secret world hidden from ours. There they must learn to grow, learn to trust, learn to fight, learn to sacrifice, and learn to love in order to rediscover the first of seven lost jewels that contain the ancient verses of the Master Song.

Together with a myriad of the Awakened—humanlike animals and plants—they will battle wild beasts, wraithlike doppelgangers, and an evil power nearly as ancient as creation itself.

Will they stand strong and discover the virtues they have within themselves? Or will they, too, fall to the Corrupted?

ISBN: 978-1-62911-176-6; Trade \$15.99; Fiction/Fantasy; 6" x 9" 352 pages; September 2014 Release

### About the Author

Andrew Maloney grew up in the backseat of a car, traveling across the States and abroad with his healing evangelist parents. It gave him lots of time, staring out the window, to come up with some fantastic ideas for stories. He graduated from the University of North Texas with an arts degree in writing and has ghostwritten and edited more than a dozen books. Along with the next novel in the Blue Time series, he is currently writing a sequel to his fiction book, *The Elementalists*.

### Marketing and publicity highlights:

- **Audience:** Fantasy fiction readers will enjoy the well-rounded cast of believable characters in this epic tale rooted in central themes of discipline, sacrifice, and teamwork. The in-depth storyline incorporates key virtues and weaknesses with contemporary cultural issues without being overtly religious and will appeal to adults as well as young readers.
- **Website landing page** will be launched exclusively for Blue Time series consumer marketing along with author’s website: [www.Bluetime.com](http://www.Bluetime.com).
- **Promotional book trailer** and author video will be produced for online marketing and interviews.
- **Author tour -- Andrew Maloney**, the son of evangelists James and Joy Maloney, will promote books in national conferences hosted by The Acts Group International.
- **Social Media campaign** with Facebook Twitter, blog followers, newsletter subscribers, totally 8,000; Goodreads pre-release signed ARC giveaway & and new release giveaway promotions.
- **Free sample chapter** promotion to consumer mailing list of 145,000 readers.
- **Extensive print** , online, radio and TV publicity campaign.
- **Advance reader copies** and press information distributed to trade and consumer publications as well as targeted bloggers for advance reviews and features.

For more on Andrew Maloney and his work: [www.bluetimebooks.com](http://www.bluetimebooks.com)

For more information, review copies, or to request an interview with the author, please contact Cathy Hickling, [chickling@whitakerhouse.com](mailto:chickling@whitakerhouse.com), 800-444-4484 x283.